SCSCB 2007

by Raj Devasagayam
Opening Remarks: Dr. Raj
Welcome by Father Kevin
Welcome and Introduction to Keynote

"GROWTH LEADERSHIP: A PARADIGM"
BY
Jay Monroe
Manager, Company Name

Track A: Marketing
Track B: Finance and
Track C: Economics

Business
- Literature on packaging marketing
- Research Question:
  - Consumer perception
  - Gender difference
- Literature on packaging marketing
- Research Question
  - Consumer perceptions
  - Gender difference?
Qualitative Study

- Focus group
- Students’ feelings towards products, product usage, and product packaging
- Consumers’ responses to cleaning agents and laundry detergent

Results:
- No noticeable gender gap except green
- Brand name important
Economic Analysis

- GDP increased 2.2%
- Prices in crude oil declined 20%
- Bearish healthcare market
- Democratic control of congress will influence the FDA
- Medical Tourism
- High Entry Barrier
Economic Analysis

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<table>
<thead>
<tr>
<th>Performance Ratio</th>
<th>Sick Dough</th>
<th>MSCI World Healthcare</th>
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<tbody>
<tr>
<td>Sharpe</td>
<td>2.06</td>
<td>-0.879</td>
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<tr>
<td>Treynor</td>
<td>0.25</td>
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<tr>
<td>Beta</td>
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Portfolio vs. Benchmark and S&P

Sick Dough vs MSCI & SP500
Efficient Frontier

- Efficient Frontier
- CML
- Current Sharpe Ratio

Return vs. Standard Deviation
Conclusion:

- Overall, the Sick Dough Fund has currently been achieving the goal of long-term appreciation and outperforming the benchmark.
- The Sick Dough Fund plans to continue to beat the benchmark through stock selection and cash/equity allocation.
A Multifactor Approach To Price That Stocks
Thailand, Asia’s Fifth Dragon?

A Multifactor Approach To Price Thai Stocks
Objective
Introduction on Thailand
Thai Market in a Global Portfolio
Macro & Micro Risk Effects
Determining the Cost of Capital
Forecasting Thai Stock Returns
Conclusion
Asset class within global asset allocation

For and Against including Thailand

Pricing equities

Determining the cost of equity in T

Investing in the Thai stock market

Identification of the leading risk factors

Capital markets

Understanding of the stock price

Objective
Growth of L.L. Bean

1912:
Leon Leonwood Bean sells Maine hunting boots only

Today:
- Leading retailer of outdoor and indoor gear and apparel.
- $1 Billion in annual
- Nationally Renowned
1912:
Leon Leonwood Bean sells Maine hunting boots only

Today:
- Leading retailer of outdoor and indoor gear and apparel.
- $1.5 Billion in annual revenue
- Nationally Renowned
Enron

- Culture
  - Performance Review Committee
- Accounting
  - Revenue recognition
  - Special Purpose Entities
  - Improper hedging
- Conflicts of Interest
  - Andy Fastow
  - Andersen
Enron

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Analysis

- What would SOX have changed?
- What could still occur?
Bachelors Degree or higher
One-four years of full-time working experience
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Job security

Work vs. life
“My job isn’t my life, I want to be passionate about it and love it.”
Importance of Study

- Helped me see how Generation Y women experience work issues
- Shows organizations what new employees expect from work
- Prepares organizations to manage generation entering the workforce for next 12 years
- Change to fit generation or expect generation to fit
Importance of Study

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<th>Ticker</th>
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<td>SHLD</td>
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<td>VLO</td>
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The table above shows the purchase prices for various tickers.
FALL 2006
TOP WINNERS:

- BG: 25.80%
- LRW: 19%
- MLM: 17.91%
- KAR: 17.72%
- GTRC: 17.62%
FALL 2006 SEMESTER
TOP WINNERS / LOSERS

Top Winners:
- BG: 25.60%
- LRW: 19%
- MLM: 17.91%
- KAR: 17.72%
- GTRC: 17.62%

Losers:
- SOLD: -8.42%
- DOX: -1.03%
TOP WINNERS / LOSERS SINCE INCEPTION

Top 5 Winners:
- TMO: 42.95%
- SHLD: 41.80%
- FSH: 35.97%
- DOX: 35.55%
- XOM: 31.56%
<table>
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<tr>
<th>Students</th>
<th>3 out of 5</th>
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<td>Believe Laptops</td>
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<td>Develop a More</td>
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<td>Laptops Enhance</td>
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<tr>
<td>Classroom Discussion</td>
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<tr>
<td>Laptops Make Learning</td>
<td>3 out of 5</td>
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<tr>
<td>Easier</td>
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Future Research

- Extend to National Sample

- More In-Depth Data Analysis

- Look to New Technologies (e.g., Podcasts, Streaming Videos)

- Arrive at Dimensions That Would Be Helpful in Developing General Measurement Scales
Ryan Wateroba
Siena College
Ryan.Wateroba@siena.edu

Siena College
Classroom? The Differing Viewpoints of Students and Faculty
Is Higher Education Ready for Laptop Technology in the Classroom?

Thank You!